PRIMA'S OFFICIAL STRATEGY GUIDE

WELCOME TO E3 – L.A. STYLE

If you're into games, this is the must-attend event of the year. With over 400 exhibitors and 520,000 sq. ft. of exhibit space (enough room to hold 14 jumbo jets wing-to-wing), E3 is the largest interactive entertainment industry trade show.

E3 provides a great opportunity to see new games, test the latest technology, and attend some hot industry parties while you're at it. But what is there to do outside the show itself? Funny you should ask. Prima's Official Strategy Guide to Los Angeles is packed with information on restaurants, nightclubs, and other points of interest.

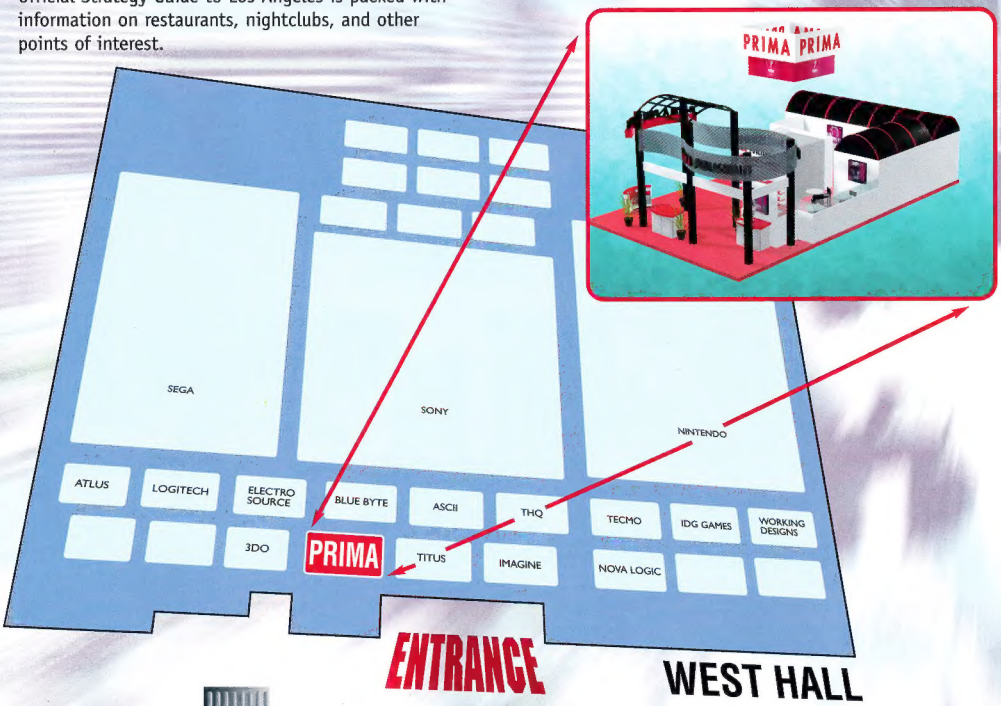
Need java on the way to the show? See page 9.

Want the inside scoop on the trendiest restaurants? Turn to pages 3-4.

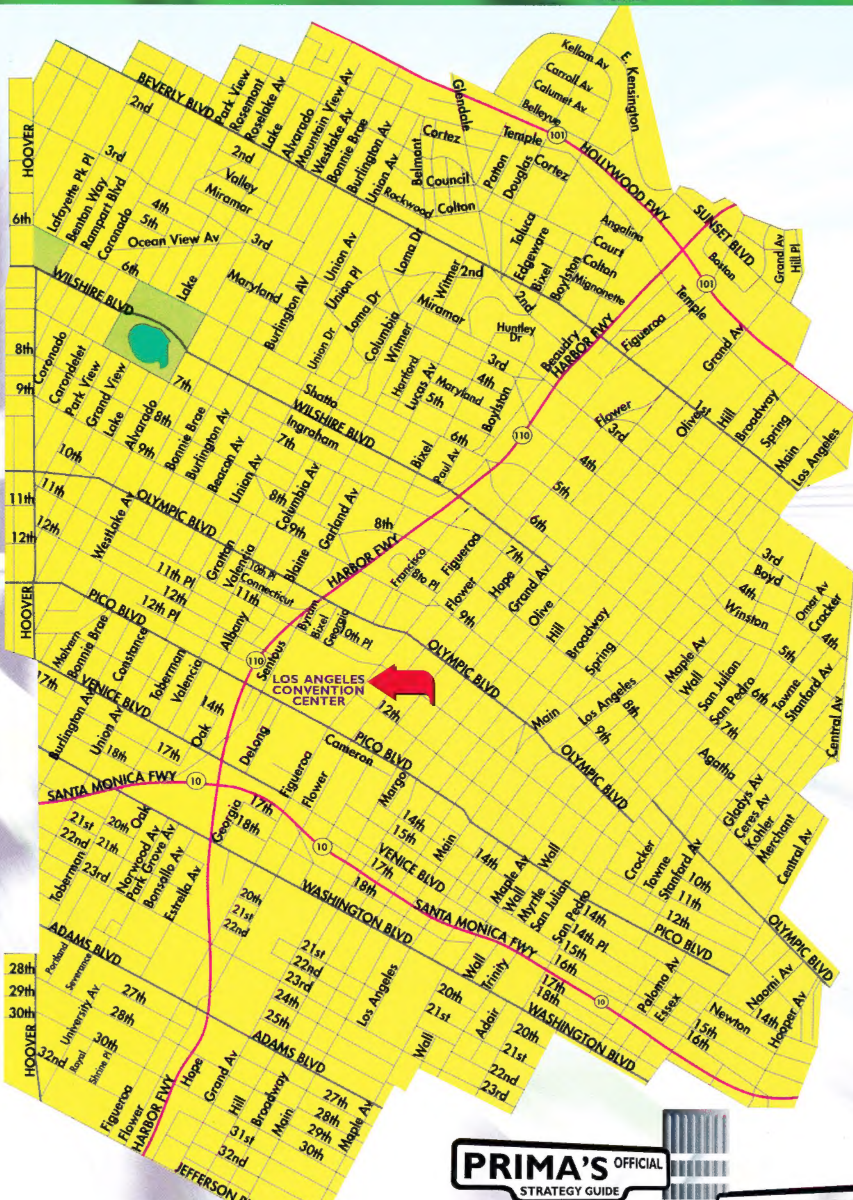
Looking for a cool spot outside the show to rock the night away? Check out nightlife on pages 5-6.

With Prima's Official Strategy Guide to Los Angeles in hand you're armed to have fun before and after E3!

Don't forget to stop by the Prima Games booth (West Hall near the main entrance) to pick up a free autographed strategy guide or even a Lara Croft Paper doll.



DOWNTOWN LOS ANGELES



Living it up with the Company's Money

Restaurants

Rex II Ristorante **(213) 627-2300**
inside Oviatt Building @ S. Olive and Sixth St.

This is one of the most beautiful restaurants in L.A. It's a recreation of a 1930s luxury liner appointed in dark wood and Lalique glass. Expect delicate portions of exquisite Italian cuisine.

Fenix at the Argyle **(213) 848-6677**
inside the Argyle Hotel at 8358 Sunset Blvd.

Fine dining in an elegant Art Deco setting. Menu may include filet mignon, lobster, risotto. The fabulous view of Hollywood is worth the $$$$.

L'Orangerié **(310) 652-9770**
903 N. La Cienega Blvd.

Fancy-schmancy, formal, and French. Think eighteenth-century chateau. The food is stunning, even if you can't pronounce it (try clin d'oeil—la cuisine du soleil). Luscious desserts, too.

Chinois on Main **(310) 392-9025**
2709 Main St., Santa Monica

Heard of Wolfgang Puck? Of course you have. This may be his most popular restaurant in L.A. A stylish setting combined with inventive French/Chinese food makes this a must.

Patina **(213) 647-1108**
5955 Melrose Ave.

An international menu is served at this Hollywood hit. Patina is a favorite with locals and has won awards for its creative combinations. The wine list is exceptional, too.

The Reasonably-Priced Gourmet

El Cholo **(323) 734-2773**
1121 S. Western Ave

This classic Mexican restaurant is worth the long wait. Famous for its heavenly green corn tamales, El Cholo also serves a mean margarita.

Greenblatt's Delicatessen **(213) 656-0606**
8017 Sunset Blvd.

Homesick for New York? This deli/fine wine shop serves up pastrami, cheesecake, and matzo ball soup. An added bonus is the takeout service, in case you want to pig out in your hotel room.

Engine Co. No. 28 **(213) 624-6996**
644 S. Figueroa St.

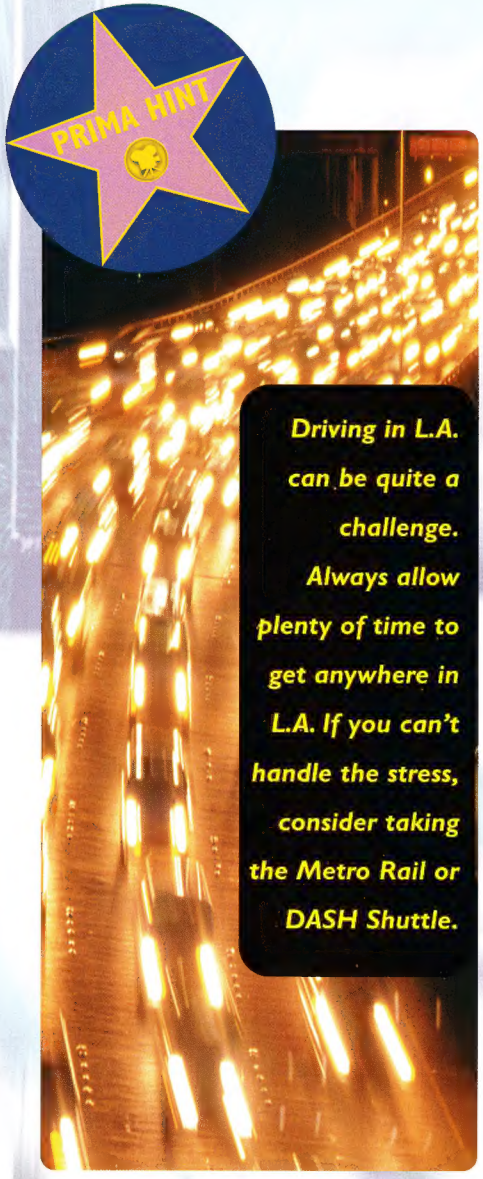
Craving "real man" food? This former firehouse is a popular spot for carnivorous businessmen. The menu is strictly meatloaf and meat n' potatoes, and the atmosphere is relaxed.

Kachina Grill **(213) 625-0956**
Wells Fargo Ctr., 330 S. Hope St.

This upscale Southwestern café is a popular lunch spot for young office workers. Check out the fun happy hour; you'll find cheap drinks and a never-ending supply of chips.

R-23 **(213) 687-7178**
923 E. Third St.

Good luck finding this well-hidden sushi bar. It's tucked away in an artsy downtown area. The sushi is excellent and beautifully prepared. Keep in mind the decor is "minimalist warehouse."



Phillipe the Original **(213) 628-3781**
1001 N. Alameda St., Chinatown

Get double-dipped at Philippe's! Rumor has it that French-dip sandwiches were invented here. The decor may be sawdust and linoleum, but you'll find great crusty fried bread and tasty sandwiches. Yummy breakfasts, too.

Pink's Famous Chili Dogs **(323) 931-4223**
709 N. La Brea Ave.

This takeout stand is an L.A. landmark. Everything is dirt cheap and tasty—try the foot-long dogs or the tamales. Open 'til 2 a.m.

Tail O' the Pup **(310) 652-4517**
329 San Vicente Blvd.

A 17-foot-long wiener in a bun. What more is there to say? This hot dog stand was built in 1946 and is worth a visit. Bring your camera.

Benita's Frites **(310) 458-2889**
1433 Third St. Promenade, Santa Monica

They make the best fries in the world—good news, 'cause that's all they serve here. Try the Thai dipping sauce or garlic mayonnaise with your perfect Belgian fries. A "best bang for the buck" kind of place!

Starstruck? Check out the L.A. Film Permit Office. It offers the daily listings of location filming. 6922 Hollywood Blvd. (M – F only).

PRIMA NOTE

L.A. At Night

Milkbar (310) 276-6455
453 N. Cañon Dr. (between Brighton Way and Little Santa Monica Blvd.)

Did you pack your basic black? Feeling hip and trendy? Head for the Milkbar to lounge at the bar, which is a replica of the one in "A Clockwork Orange."

The Garage (323) 662-6802
4519 Santa Monica Blvd., Silver Lake

This live-music club/bar has a different scene every night. Wacky and diverse shows make this the cool spot in Silver Lake. Who knows? You might catch the next big band!

Al's Bar (213) 625-9703
305 S. Hewitt St.

Think Bohemian. This crowded, smoky bar features performance art and underground music. Open 'til 2 a.m.

Jack's Sugar Shack (213) 466-7005
1707 N. Vine St.

In a tropical mood? Jack's has a grass hut bar and live music. Plus, the food is great and you can play pinball or fight over the cool jukebox.

The Derby (323) 663-8979
4500 Los Feliz Blvd.

Into that swing thing? The Derby is "the place" in the swing dancing scene. Go early in the week and get free dance lessons. A beautiful interior, tasty food, and a great bar guarantee a fine night out.

Whiskey A Go Go (310) 752-4202
8901 Sunset Blvd.

Yes, the Whiskey is still around! Live rock music is the draw, with dancing up front. Cover charge. Call for hours.

The Roxy (310) 276-2222
9009 Sunset Blvd.

This Art Deco dance club is small but very popular. You'll find the young and hip, older music fans, and industry bigwigs here. Call for showtimes—you may find big-name headliners or up-and-coming talent.

L.A. IS–

397 miles from San Francisco...

2,767 miles from New York...

and 5,460 miles from London.

Is it, by George!

MORE CLUBS & BARS

Gotham Hall (310) 394-8865
1431 Third St. Promenade, Santa Monica

In the mood for pool? Check out this stylish pool hall in Santa Monica. Play to win, or just sit at the bar. This is a good spot to people-watch.

The Palace (323) 462-3000
1735 N. Vine Street

In the mood for house, retro, R&B, or hip-hop? Across from the Capitol Records Building, this club has a LOUD sound system, four bars, and two dance floors.

Harry's Bar & American Grill (310) 277-2333
2020 Avenue of the Stars

Every year, Harry's Bar sponsors a contest to see who can write the most like Ernest Hemingway. Decorated like another bar in Florence, Italy, this crowded bar ia a good one.

Century Club (310) 553-6000
10131 Constellation Blvd.
(reservations required)

Just how big is the Century? It spans a startling 25,000 square feet of floor space. If that fails to startle you, remember that these 2,777 square yards are packed with patrons getting down 'til dawn across three vast dance floors to live music. For you European E3 visitors, that's about 23,000,000 hectares of funk.

Club Lingerie (213) 466-8557
6507 W. Sunset Blvd.

The Lingerie promises more new wave action than a Flock of Seagulls concert. A variety of performers play here amid the early-'80s vibes; on any given week you could enjoy music by rockabillies, punk rockers, or legendary jazz artists. Cover only until 2 a.m.

Wizardz (818) 506-0066
CityWalk, Universal City

Magicians, tarot card readers, fortunetellers, and a laser show are the happenings at this nightclub in the flashy Universal City CityWalk.

The Roxbury (213) 656-1750
8225 Sunset Blvd.

Score! This is the glitzy nightclub that those guys from *Saturday Night Live* couldn't get into. Disco fun. Five bars.

The Lava Lounge (323) 876-6612
1533 N. La Brea Ave.

An ultra-hip tiki lounge. There is very cool music here, seven nights a week, that you can enjoy from the vantage of nifty booths and dark corners.

The Frolic Room (323) 462-5890
6245 Hollywood Blvd.

The hangout from the movie *L.A. Confidential*. Rub elbows with the stars. The wallpaper depicts all the stars who've lounged around here in the past.

The Lucky Seven (323) 463-7777
1610 Vine St.

Stars, and people who look like stars, crowd this jazz joint —which draws such an amazingly elite crowd that there isn't even a sign. Jeff Goldblum's jazz band plays here often. Be prepared to impress the bouncer.

Boardner's (323) 769-7070
1652 N. Cherokee Ave.

This is the bar for those of you who still believe in rock n' roll. The best jukebox in town is here, and it's loaded with classic jazz and L.A. metal. There's also a spacious patio, often blaring with the sound of overdriven amplifiers. Rock is dead, you say? Long live rock.

PRIMA GAMES

PRIMA GAMES

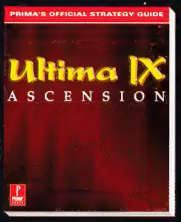
Prima Games (www.primagames.com) is the world's leading publisher of strategy guides for computer and console games, now with more than eighteen million strategy guides in print. Renowned for its consistent high quality, the Rocklin, California-based company has captured the hearts and minds of game players as "The Most Trusted Name in Games" and continues to dominate the field it created in 1990. Founded in 1984, Prima Publishing, the parent of Prima Games, has four divisions—Games, Lifestyles, Health, and Technology,—and offices in the United States, United Kingdom, and Germany.

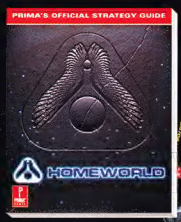
PRIMA BOOTH 2400

Visit Prima Games at booth 2400 (West Hall near the main entrance) for information regarding our updated web site, our international offices (Prima Deutschland and Prima Bath), or to get sales information on our recently printed and upcoming titles, including:

Console Guides

PC Guides





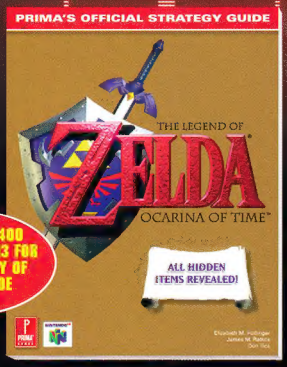
In addition to the book signings on Thursday and Friday, guests to the Prima booth will receive a Lara Croft Paper doll and a full sheet of temporary tattoos featuring dazzling art from *The Legend of Zelda: Ocarina of Time.*

Book Signings

ELIZABETH M. HOLLINGER AND JAMES M. RATKOS

THURSDAY, MAY 13 2:00 P.M. – 4:00 P.M.

Beth and Jim have penned some of Prima's most popular and best-selling strategy guides, including *Spyro the Dragon: Prima's Official Strategy Guide, Quest 64: Prima's Official Strategy Guide*, and *Final Fantasy Tactics: Prima's Official Strategy Guide.*



Meet Beth and Jim on Thursday, May 13 2:00 p.m. – 4:00 p.m. at the Prima booth and receive a free autographed copy of *The Legend of Zelda: Ocarina of Time—Prima's Official Strategy Guide.* Having already cracked the *USA Today* top 100 best-seller book list (#80) and with over 750,000 copies in print, Prima's guide to Zelda is on its way to becoming the best-selling guide of all time. Don't miss your chance to get a free copy of the book that everyone is raving about.

VISIT BOOTH 2400 THURSDAY, MAY 13 FOR YOUR FREE COPY OF PRIMA'S GUIDE TO ZELDA

RICK BARBA

FRIDAY, MAY 14 2:00 P.M. – 4:00 P.M.

Rick Barba is the best-known strategy guide author in the industry and has written guides for over 40 games, including *Myst: The Official Strategy Guide, Jedi Knight: Dark Forces II—The Official Strategy Guide, Riven: The Sequel to Myst—The Official Strategy Guide*, and *The X-Files: Prima's Official Strategy Guide.* All told, more than 1.5 million Prima strategy guides in print have Rick's name on their covers.

Visit the Prima booth on Friday, May 14 2:00 p.m. – 4:00 p.m. and get one free autographed strategy guide from a selection of Rick's greatest hits.

To arrange a meeting with a Prima representative, contact us at E3@primagames.com.

PRIMA®

Early a.m.

So, did you stay out late at a cool E3 party? Well, it's time to get back to the show. Here are a few coffee shops, bagel places, and even pharmacies to help you shake off that late night coma.

COOL COFFEE SHOPS

City Bean Coffee (310) 208-0108
10911 Lindbrook Dr., Westside

This funky café specializes in estate coffees from around the world. The outdoor seating makes this a great place to people-watch.

The Abbey (310) 289-8410
692 N. Robertson, W. Hollywood

Go for the coffee and desserts, and stay for the setting. Fountains and artwork make this a lovely and relaxed place.

Buzz (213) 650-7742
8200 Santa Monica Blvd, W. Hollywood

Artists, playwrights and other creative folk gather here for coffee and conversation. Open 'til 2 a.m. on Friday and Saturday nights.

Have a drink in the revolving restaurant atop the Bonaventure. It offers a great view of L.A. plus a fun elevator ride.

NOAH'S NEW YORK BAGELS

200 S. Beverly Dr., Beverly Hills
7475 Melrose Ave., L.A.
1426 Montana Ave., Santa Monica
12215 Ventura Blvd., Studio City

No time to lounge with your morning bagel and beverage? Here are a few coffee shops close to the Convention Center.

Euro Coffee
735 S. Figueroa St.

Starbucks
695 S. Figueroa St.
505 S. Flower St.
445 S. Figueroa St.
350 S. Grand Ave
444 S. Flower St.

Pasqua Coffee Bar
800 W. 6th St.
633 W. 5th St.
601 W. 5th St.
400 S. Hope St.
355 S. Grand Ave.

PHARMACIES NEAR THE CONVENTION CENTER

Cal-Med Pharmacy (213) 746-4677
1414 S. Grand Ave.

Horton & Converse Pharmacy (213) 623-2838
735 S. Figueroa St.

California Pacific Pharmacy (213) 489-2672
1000 W. 9th St.

LOS ANGELES & VICINITY

Sightseeing

Rodeo Drive
between Wilshire and Santa Monica Blvds.

This three-block stretch of Beverly Hills is the most exclusive shopping center in the world. You may just want to window-shop. But if you're brave (and fabulously rich), check out the prices in the elegant shops. You'll find Versace, Gucci, Chanel, Cartier, and Valentino along this fabled boulevard.

Grand Central Market
317 South Broadway

This is L.A.'s oldest open-air market and is a feast for the eyes, as well as a fun place to eat lunch. Covering an entire city block, the market has stalls with every kind of food imaginable. You'll find fruits, vegetables, spices, fish, baked goods, and even prickly pears and cactus leaves. To get the full experience, go on Saturday when the crowds are packed in like sardines.

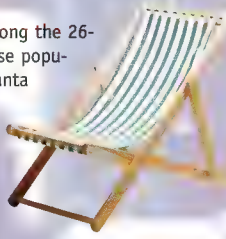
La Brea Tar Pits
5801 Wilshire Blvd.

It's hard to believe this prehistoric site is in downtown Los Angeles. These gooey tar pits have been oozing from a crack in the Earth's crust for thousands of years. Visit the adjacent museum to see fossilized remnants of plants, a skeleton of one of the first humans, and a wooly mammoth.

The Getty Center
1200 Getty Center Drive
(directly off the 405)

Opened in 1997, the Getty Center is quickly becoming a top destination for visitors. The complex houses J. Paul Getty's collection of thirteenth to nineteenth century Western art, as well as art research and education programs. Part of the center's attraction is the beautiful architecture—marble pavilions combined with geometric gardens make this a lovely place to spend an afternoon.

Santa Monica & Venice Beach



Free, fun, and diverse. Stroll along the 26-mile beach path and enjoy these popular seaside destinations. The Santa Monica pier was built in 1909 and features shops, restaurants, and even an amusement park—complete with an old-fashioned carousel. Further down the path you'll find Venice Beach, a combination of the psychedelic sixties and Muscle Beach.

Griffith Park
off I-5 and 134 (Ventura freeway)

The largest municipal park in the United States, Griffith Park covers over 4,000 acres. There are plenty of activities here, but you can't do everything in one day. You'll find the L.A. Zoo, an ampitheater, observatory, planetarium, golf course, tennis courts, equestrian center, and a merry-go-round in this jewel of a playground.

THINGS TO DO, PLACES TO SEE

There is so much to do and see in L.A.! Chances are, you've got to get back to work after E3. But in case you're staying a few extra days, here are even more noteworthy spots.

L.A. County Museum of Art
(323) 857-6010
5905 Wilshire Blvd.

Universal Studios
(818) 622-3801
Universal City Drive, off 101

Little Tokyo
between 1st and 3rd, Los Angeles and San Pedro streets

Museum of Television and Radio
(310) 786-1000
465 N. Beverly Drive

Warner Brothers Studio Town
(818) 954-1744
4000 Warner Blvd., Burbank

Hollywood Blvd.
Between Gower St. and La Brea Avenue

Natural History Museum
(213) 744-3414
900 Exposition Blvd.

Throughout this week, check out the Asian Pacific American Film & Video Festival, now in its thirteenth year. Documentaries, shorts, and animated movies, all vying for top honors, will be shown. Call (323) 680-4462 for more information.

Autry Museum of Western Heritage
(323) 667-2000
4700 Western Heritage Way, Griffith Park

El Pueblo de Los Angeles
(213) 628-1274
south end of Olvera Street (south of Sunset Blvd.)

Watts Towers
(323) 847-4646
1765 E. 107th Street, Watts

Disneyland
(714) 781-4565
1313 Harbor Boulevard, Anaheim

Mullholland Drive
Access off Laurel Canyon Boulevard (from the east) or Old Topanga Canyon Road (from the west)

Frederick's of Hollywood Lingerie Museum
(323) 466-8506
6608 Hollywood Boulevard

Orpheum Theatre
(2123) 239-0938
842 S. Broadway

Who knows what gamers want?

ALIENS VERSUS PREDATOR

THE LEGEND OF ZELDA OCARINA OF TIME

WARGASM

CRASH BANDICOOT WARPED

COMMAND & CONQUER TIBERIAN SUN

TOMB RAIDER III ADVENTURES OF LARA CROFT

SHADOW MADNESS

Tom Clancy's RAINBOW SIX GOLD EDITION

HEROES OF MIGHT AND MAGIC III THE RESTORATION OF ERATHIA

syphon filter

GRIM FANDANGO

Legend of LEGAIA

DESTREGA

WCW nWo REVENGE

ARMY MEN 3D

SID MEIER'S ALPHA CENTAURI

SIM CITY 3000

HALF-LIFE

RUSH 2 Extreme Racing USA

SILENT HILL

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SUMMER 1999

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Games Glamour Grub

- Prima events at E3 '99
- Maps of LA
- Restaurants—the upscale, the casual, the downright cheap
- 24 hours of entertainment—from early a.m. coffee shops to late-night club life
- What to do with your free time

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Thank you!